



The WaterSense Label



Research has shown that by using water-efficient products and practices, homeowners can help save natural resources and reduce their water consumption and costs. In order to realize these savings, consumers need to be able to identify products and services that use less water while performing as well as or better than their less efficient counterparts.

WaterSense, a new voluntary public-private partnership program sponsored by the U.S. Environmental Protection Agency (EPA), is making it easy to find and select water-efficient products. WaterSense is a labeling program backed by independent testing and verification. To use the label on their products, manufacturers will need to verify that their products meet WaterSense criteria for efficiency and performance. WaterSense will also recognize professional service programs that incorporate water efficiency.

In order to use the label, a company must sign a WaterSense partnership agreement. Among other things, the partnership agreement will define the roles and responsibilities of EPA and the partnering organization, as well as proper use of the label on products, on packaging, and in marketing and other promotional materials. By using the WaterSense label, manufacturers will be certifying that the product they label meets all the criteria in the EPA WaterSense specification, including testing by an independent laboratory for both water efficiency and performance.



Certified Performance

Generally speaking, WaterSense labeled products will be about 20 percent more water efficient than the average product in the same category. In addition, testing protocols are included to independently verify that products perform their intended function as well as—or better than—their less efficient counterparts.

Look for the Label

The first place to look for the WaterSense label will be certification programs for landscape irrigation professionals.

WaterSense labeled irrigation certification programs will verify professional proficiency in water-efficient irrigation system design, installation and maintenance, and auditing. The program will allow homeowners to ask for professionals who have been certified through a program recognized by WaterSense.

High-efficiency toilets (HETs)—the biggest water user in the house—will be labeled next. As defined by EPA's draft WaterSense specification, HETs use less than 1.3 gallons per flush.

EPA is also developing a Web registry of WaterSense labeled products, which will be available on www.epa.gov/watersense later in 2006 to help consumers find water-efficient products and services quickly and easily.